

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION**

**July 15, 2004  
Water Resources Building  
1416 Ninth Street  
Auditorium – 1<sup>st</sup> Floor  
Sacramento, CA 95814**

- **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:10 a.m. The following Commissioners were in attendance:

Commissioners Present: Rob Reiner  
Sandra Gutierrez  
Eliseo Medina  
Margaret Taylor  
Lou Vismara  
Alice Walker Duff

Commissioners Absent: Elizabeth Rice Grossman

Ex Officio Commissioners Present: Paul Escala represented Secretary for Education,  
Richard Riordan.

Ex Officio Commissioner Absent: Secretary of Health and Human Services

- **Approval of Minutes – May 20, 2004 – Item 3**

**ACTION:** Chairman Reiner moved that the Commission to approve the minutes for the May 20, 2004 Commission meeting. The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the members present.

- **Chairman's Report – Item 4**

Chairman Reiner welcomed Paul Escala who was present on behalf of Secretary Riordan's designee Hanna Skandera.

Health Access

- Chairman Reiner announced that the Commission has received three applications in the first round of applications for the matching funds available through the Health Access for All Children Project.

- He reported that Santa Clara, San Francisco and San Mateo each submitted successful applications and their 4-year allocations of matching funds (totaling over \$3.3 million) will begin retroactively from July 1, 2004.
- He also reported that there will be four additional application cycles. The next application submission date is November 1, 2004.
- The Request for Funds for the Health Access for All Children is on the CCFC website – [www.ccfc.ca.gov](http://www.ccfc.ca.gov).
- Chairman Reiner also noted that Commission staff continues to work collaboratively with the Commission's Foundation partners (The California Endowment, Packard Foundation, Wellness Foundation and the California HealthCare Foundation) on addressing universal access to health care for children.

### Media Events Since Last Commission Meeting

#### Paid Family Leave

- Chairman Reiner reported that he served as keynote speaker at a press conference in Sacramento on June 28<sup>th</sup> to launch a public education campaign to educate eligible Californians about their ability to use Paid Family Leave to care for a newborn or adopted baby, as well as care for an ill family member. The Paid Family Leave Act, authored by Senator Sheila Kuehl, took effect July 1, 2004.
- Chairman Reiner also reported that he authored an Op-Ed for the Sacramento Bee, that was not published.
- Chairman Reiner reported that the press event garnered tremendous media coverage, both print and television.
- Chairman Reiner reported that National Spanish-language media also covered the event and that Commissioner Medina represented First 5 as our spokesperson in a TV Azteca Los Angeles news broadcast.
- Chairman Reiner also reported that the Paid Family Leave Coalition and First 5 California kicked-off the public education part of the new law, which allows California workers to take up to six weeks of leave from work with partial pay to care for a seriously ill loved one, or to bond with a newborn or adopted baby. Senator Sheila Kuehl and the California Labor Federation's Art Pulaski also served as keynote speakers.

#### San Francisco Preschool for All

- Chairman Reiner reported that on June 2<sup>nd</sup> he announced the first phase of San Francisco's plan to implement voluntary universal preschool for all four-year olds, including children from diverse backgrounds and those with special needs.
- Chairman Reiner also announced First 5 Santa Clara County's commitment of \$50 million to increase the availability and quality of preschool for all of Santa Clara County's children, including those with special needs and those from linguistically and culturally diverse backgrounds.
- He noted that this event also garnered tremendous media coverage.

## Proposed Upcoming Media Events

### Millionth Kit Announcement – Summer 2004

- Chairman Reiner reported that the Commission will hold a press event to announce the distribution of 1 million Kit for New Parents statewide and the results of the UC Berkeley evaluation study. He noted that this event may be held at a Los Angeles area hospital or CBO where a honorary “Millionth Kit” can be presented to an expectant or new mom that works/volunteers at a First 5 funded CBO. He also reported that the Commission has extended an invitation to First Lady Maria Shriver to participate in this event.

### Children of Farmer Workers Event – Late Summer 2004

- Chairman Reiner reported that a press event will be held to announce First 5 State Commission’s \$10 million investment in the California Children of Farm Workers project. This event will likely occur in the Fresno area with representatives from the UFW and MEES.

### Children with Special Needs and Disabilities – Fall 2004

- Chairman Reiner reported that there are plans to hold a satellite media tour in Los Angeles with Commissioner Vismara to announce the State Commission’s program for children with special needs and disabilities and the beginning of the pilot projects around the state.
- Chairman Reiner encouraged all Commissioners to participate in media events.

## • **Executive Director’s Report – Item 5**

Jane Henderson, Executive Director, First 5 California Children and Families Commission, provided an update on the following issues:

### Research Update

#### Workforce Study

- Dr. Henderson reported that the Workforce Study with UC Berkeley is in the final states of the contract process. The study will conduct interviews with 1,800 childcare center directors and 1,800 family childcare providers to identify the education levels of the current workforce in licensed childcare. The preliminary work begins in July 2004, with the interviews being conducted in October and November 2004. An initial summary of data will be completed in February 2005 and the final report will be available in June 2005.

## Meta-Analysis of California Early Education Evaluations

- The meta-analysis study will:
  - (1) identify early education programs in California that have a child outcomes based evaluation process;
  - (2) obtain the results of the evaluation,
  - (3) identify the demographic data of the programs (to include children with special needs and ELL),
  - (4) identify the components of the program (teacher ratio, curriculum, etc.); and
  - (5) analyze the components of the programs in relation to child outcomes and the demographics utilizing 4 levels of analysis (a) general facility characteristics and programs (urban, suburban, rural/public, institution), (b) specific program characteristics (ratio admin./child, teacher/child, aide/child, parent participation), (c) data based on definition of high quality/best practices (access, language, special needs, health, social/emotion, etc), and (d) evaluation designs and child outcomes.
- Dr. Henderson reported that a contractor has been identified through a proposal process and will begin work in July with a November completion date.

## Special Needs Research Project

- Dr. Henderson reported that the special needs research project is designed to determine and analyze the types and differences of disabilities/special needs that are identified prior to Kindergarten entrance (about 3%) and those disabilities/special needs identified after children (13/15%) enter the K-12 system. Dr. Henderson stated that this study will support First 5's work in developing early and periodic screening processes for early identification, prevention and intervention services for school readiness sites, special needs demonstration sites, and preschool for all sites. Dr. Henderson reported that the Special Needs Research RFP is in draft form and ready for review by First 5 staff and county representatives. The draft will then go to the Research Agenda Evaluation Committee (Commissioners Vismara and Duff) for review. It is expected that this RFP will be released in September with a contract being issued in December 2004. The study will take approximately 9-12 months.

## AB 56

Dr. Henderson reported that AB 56, which is the Commission's sponsored Preschool for All bill that was introduced to implement some of the School Readiness recommendations from the Legislature's Master Plan for Education, has been referred to a legislative Conference Committee, where it will be taken up in August. She noted that staff has been working over a year with the joint authors of the bill (Steinberg, Cha, Daucher, Liu) and a group of more than 30 stakeholders to develop the framework for a voluntary, statewide Preschool for All program. Dr. Henderson stated that they have an excellent draft of the bill, which the Conferees can use to begin to discuss and develop language for the bill. She also stated that all remain hopeful that this bill will get to the Governor this summer for action. She stated that there is momentum we do not want to lose, even in the absence of state money.

### Informal Child Caregiver (Family, Friend, and Neighbor) Support Project

Dr. Henderson reported that the first phase of the First 5 California Informal Child Caregiver Support Project was completed on March 31, 2004, and that summary information was available for Commissioners and the public. ETR Associates has received a six-month contract extension to the end of the September to disseminate project results and resources including creating an interactive website, and provide additional training and technical assistance around promising practices to developing local informal care support programs.

Dr. Henderson also noted that the findings have implications for two additional items: (1) the funding of KCET for the KCED program, "A Place of Our Own," and (2) revisions to the Kit for New Parents. Dr. Henderson noted that informal caregivers in the focus groups expressed interest in an educational television program and said they would watch it on PBS. Dr. Henderson reported that the series will begin broadcast in September.

- **First 5 Association of California Report – Item 6**

Mark Friedman, First 5 Association President, updated the Commission on current Association activities.

- The Government Finance Officers Association (GFOA) has begun its process of assessing the financial management and controls of county commissions and will offer recommendations, as well as training and TA, in the next few months. (Note: Item 16 has more information on this.)
- The Association has worked closely with state staff to re-design the state-funded regional TA program to ensure that all state contractors that offer TA are integrated into the program. This has involved a realignment of the regional TA program with the six Association regions.
- The Staff Development Summit scheduled for the first week of August will include fiscal management workshops as well as presentations by several State Commission contractors.

The Executive Committee met with senior state staff to discuss First 5's collective response to the State Audit, including working toward a uniform definition of county commission administrative costs, increasing access to training around best fiscal practices, and re-looking at the statewide evaluation to determine if it is generating the most appropriate data.

- **Consent Calendar – Revised March 2004 Minutes – Item 7**

Commissioner Duff requested that Item 7 be removed from the Consent Calendar for discussion. She noted additional corrections to the minutes on page 7 as well as on page 9.

**ACTION:** Commissioner Duff moved that the Commission approve the Revised March 2004 Minutes as revised (pages 7 and 9). The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the members present.

- **Consent Calendar – 2005 Meeting Calendar – Item 8**

**ACTION:** Commissioner Taylor moved that the Commission approve the proposed 2005 Meeting Calendar:

January 26-27, 2005 – Planning Meeting – Southern California  
April, 2005 – Statewide Conference, (date and location to be determined)  
May, 19, 2005 – Sacramento  
July 21, 2005 – Sacramento  
October 20, 2005 – Sacramento

The motion was seconded by Chairman Reiner and was approved by a unanimous vote of the members present.

- **Diversity and Equity Contract – Item 9**

Staff requested Commission approval to enter into a contract, not to exceed \$450,000 over 18 months, with an individual or organization selected through a competitive process to assist with implementation of the Principles on Equity. The Principles were developed by the Advisory Committee on Diversity, composed of County Commission representatives, subject matter experts, and experts on diversity, and were adopted by the Commission in October 2001. The contractor will:

- Assess the extent to which State and County Commissions have addressed equity and diversity issues.
- Develop an implementation plan for the Principles on Equity.
- Make recommendations regarding the future role of the Advisory Committee on Diversity.
- Develop a self-assessment tool for First 5 Commissions
- Present at the annual Statewide Conference in 2005.
- Provide on-going consultation and advice, participate in planning and coordination of statewide activities, and coordinate with other state contractors and consultants.
- Expand communication with other groups and organizations.
- Facilitate efforts to leverage potential resources.
- Contribute to the regional TA program.

Proposals have been submitted and staff anticipates an Intent to Award will be posted soon, with a contract in place by September 1<sup>st</sup>.

Commissioner Medina asked that recommendations be reviewed by the Commission on an on-going basis, not just in a final report. Staff responded that presentations to the State Commission is included in the scope of work outlined in the RFP. Commissioner Vismara expressed concern that many County Commissions have not adopted the Principles on Equity. Staff noted that based on a survey of the counties last year, many counties have not adopted the specific language of the State Commission's Principles on Equity, but have integrated the principles in their practice or have adopted their own locally developed statements regarding equity.

**ACTION:** Commissioner Vismara moved that the Commission approve funding in an amount not to exceed \$450,000, and enter into a contract to secure, through a competitive contracting process currently underway, expertise in the area of diversity and equity to deliver the specific products and services in CCFC's Request for Proposal #6959. The motion was seconded by Commissioner Taylor and was approved by a unanimous vote of the members present.

- **Preschool for All – Item 10**

Staff provided the Commission with an informational update addressing the connections among the School Readiness Initiative, the Special Needs Project, and Preschool for All (PFA). PFA is still under development and will continue to build on, and connect with, new and existing projects and research. The presentation highlighted how principles (e.g., Equity Principles), populations being served, standards and criteria, research, evaluation, training and technical assistance, and workforce development intersect across these projects and initiatives. School readiness is the overarching goal for First 5 investments. The First 5 projects and initiatives provide opportunities to focus intensive efforts on particular areas (e.g., Special Needs, PFA) and disseminate the information broadly through all First 5 efforts and statewide initiatives such as School Readiness.

- **First 5 San Mateo Preschool for All Demonstration Program – Item 11**

Commissioner Taylor stated that she would be disqualifying herself on this item, as well as Item 12 because she is from San Mateo County. She did not participate in the discussions on this item nor did she vote.

Staff requested Commission approval to allocate \$3 million over three years to provide initial funding for First 5 San Mateo Preschool for All.

The First 5 San Mateo County Commission completed a three-year planning process that yielded a strong local consensus on the merit and feasibility of developing and implementing an incremental plan to achieve Preschool for All (PFA) in San Mateo County. First 5 San Mateo will focus their efforts on the Ravenswood School District and the Redwood City School District. The PFA Project plans to increase the percentage of four year olds participating in preschool from the mid-forties to 70% and to develop the resources to implement PFA countywide within seven years. The San Mateo PFA sites will emphasize the highest standards and commitment to meeting the needs of all of California's diverse population of children, including those with special needs and disabilities. The First 5 San Mateo PFA sites will help in identifying and resolving many of the financial, legal, programmatic, and evaluation challenges to integrating new, dedicated funding streams in the existing mix of public and private funding, while measuring the impact of the quality standards on children's development when achieved in a variety of preschool settings.

Chairman Reiner had a number of questions about how the program would work, including the role of wrap-around, plans to support teacher training, and the outlook for sustainability. Kris Perry, Executive Director, First 5 San Mateo, responded that full-day wrap-around care was essential and will be available at a fee, while the preschool hours will be entirely free. She also noted that the county has developed training plans with a local college and will provide funding for books and tuition for teachers-in-training. She reported that the goal in seven years is to

ensure that every preschool classroom has a teacher with a Bachelor's degree and a Master Teacher Permit. The school districts and community college have contributed facilities to the program, and First 5 San Mateo is continuing to seek additional funding support, such as a possible parcel or sales tax, a bond issue, and future state funding.

Commissioner Vismara suggested a set-aside of funds to train staff to work with special needs students. San Mateo County Superintendent of Schools stated that the San Mateo County Office of Education was already deeply involved in training and inclusion practices and will contribute its expertise in this effort. He noted that they expect 10% of the children served to have special needs. Kris Perry agreed that they would track the amount of funds spent overall to meet children's special needs.

Commissioner Walker Duff asked about plans to integrate the therapy that will be required by children assessed with special needs. The Superintendent agreed that they will have to work with agencies such as the Regional Center to assure these children's needs are met either during the preschool day or in their homes.

Commissioner Gutierrez asked about the nature of family involvement in the program. Kris Perry responded that parents have been involved in the planning process and will be on the governing body. However, much of their involvement is expected to be on-site in their children's preschools.

Chairman Reiner asked for regular updates to inform the Commission's future decision-making.

Consideration for additional PFA Demonstration Project funding for First 5 San Mateo will be considered after the State Commission approves criteria and a selection process.

**ACTION:** Commissioner Duff moved that the Commission approve \$3 million over three years to provide initial funding for First 5 San Mateo Preschool for All (PFA). The motion was seconded by Chairman Reiner and was approved by a vote of 5-0 (Vismara, Duff, Reiner, Gutierrez and Medina).

- **Technical Assistance for County Commission PFA Planning Projects – Item 12**

The First 5 San Mateo County and American Institutes for Research (AIR) will coordinate technical assistance to First 5 county commissions participating in PFA Planning Projects and their partners on how to phase in Preschool for All (PFA). Technical assistance will include a full-day workshop for participating county commissions, consultation on the development of local PFA work plans and implementation plans, and development of a listing of consultants on specialized topics for PFA. This technical assistance and coaching will be based on the PFA Toolkit developed by AIR, as well as work undertaken by leading county commissions. Commissioner Duff expressly mentioned the leadership of Los Angeles County.



**ACTION:** Chairman Reiner moved that the Commission approve a proposal for Technical Assistance for County Commissions participating in the PFA Planning Projects for up to \$250,000 to be allocated to the First 5 San Mateo County Commission. The motion was seconded by Commissioner Vismara and was approved by a vote of 5-0 (Vismara, Duff, Reiner, Gutierrez and Medina). (Note: As noted in Item 11, Commissioner Taylor disqualified herself from voting on this item.)

- **Modification of Regional Technical Assistance – Item 13**

The State Commission approved the creation of two new technical assistance (TA) regions and realignment of existing TA regions to match the First 5 Association's six administrative regions. This realignment will provide greater stability and support for regional TA coordination of all sources of First 5 California funded training, create greater responsiveness to training and TA providers, and assure on-going coordination and planning to meet training and TA needs. First 5 California will provide \$240,000 total for 18 months, to develop two new TA regions (Northwest and Northeast).

**ACTION:** Chairman Reiner moved that the Commission approve the modification of regional technical assistance for (1) allocation of \$120,000 to newly formed Northeast region and \$120,000 to the newly formed Northwest region to provide prorated funding through December 2005; (2) transfer of funds from the North region to the Sacramento region as approved by the First 5 California staff and among other regions as needed to appropriately fund each region's activities; and (3) adjustments to the 24-month agreement period originally approved to a maximum of 36 months in the event there are unspent funds. Commissioner Medina seconded the motion and it was approved by a unanimous vote of the members present.

- **Second-Hand Smoke Exposure in Vehicles – Item 14**

Assemblyman Marco Firebaugh spoke to the Commission and reported on his efforts to move AB 1569 through the Legislature. AB 56 would prohibit smoking in a vehicle in which there is a young child passenger (0-6) who is required to be secured in a car seat. The original version of this bill died on the Assembly floor when a number of Assembly Members who had previously indicated their support declined to vote for it. The bill originally prohibited smoking in a vehicle when any child was present, but was amended to include only young children in car seats. Other amendments made included delaying implementation for a year to allow for adequate public notice, and requiring the first infraction to receive only a warning, not a fine.

Assemblyman Firebaugh requested that the Commission maintain vigorous support for this bill and asked the Commission to include in its ad campaign a focus on the harmful effects of second-hand smoke in confined spaces.

The Commission noted that if AB 56 is enacted, future ad campaigns could consider helping to publicize the new law and raise awareness about the harmful effects of second-hand smoke on young children.

Commissioner Vismara suggested that Assemblyman Firebaugh work with local Commissions to gain further support for this bill. Assemblyman Firebaugh stated that he intended to do so, especially in counties where local Assembly members may need particular encouragement to vote in favor of AB 1569 when it returns to the Assembly floor for a final vote.

- **Bureau of State Audits Report – Item 15**

State and County staff briefed the Commissioners on the recent Bureau of State Audits report on the State Commission and five local commissions: El Dorado, Kern, Los Angeles, San Diego, and Santa Clara. The discussion included the BSA audit findings and recommendations as well as the State Commission's response to the findings.

Key findings in the BSA audit, released July 15<sup>th</sup> and entitled "Report on California Children and Families Commission," included:

- "The State Commission consistently follows contracting rules applicable to state agencies, but some County Commissions lack well-defined and documented practices for awarding contracts to service providers.
- The County Commissions maintained significant fund balances as of June 30, 2003, but have earmarked most of these fund balances for specific purposes.
- Although the State and County Commissions acknowledge the importance of funding partners, they have received little funding outside their Prop. 10 tax revenues.
- Some County Commissions lack clear policies limiting their administrative spending.
- State and County Commissions have only recently begun to evaluate program effectiveness and so far have mainly reported demographic and service output data rather than performance outcomes."

The State Commission's published response to the audit report, which is the intended direction the State Commission will take, is as follows:

"The State Commission believes that its in-kind funding commitments from public and private entities deserve recognition as successful efforts by the State Commission to leverage its funding and secure substantial financial contributions. The State Commission believes it has in place the infrastructure to collect outcome data and assess over time the programs funded by the State and County Commissions, and has been considering methods of strengthening the existing requirements of the Act relating to audits and data reporting."

Chairman Reiner called attention to the data reporting finding in the audit. He stated that this is key to showing what Prop. 10 is accomplishing and, therefore, must be addressed statewide. He also expressed concerns in responding to the finding on administrative spending. Joe Munso, Chief Deputy Director, First 5 California, and Sherry Novick, Executive Director, First 5 Association, stated that they anticipate working on a uniform definition of administrative costs that all counties can use to ensure consistency. They noted that it is similar to the work done recently to achieve consistency among counties in their definition of surplus funds.

Commissioner Vismara expressed concern that the State Commission be able to connect its expenditures with performance measures.

Mark Friedman, Executive Director, First 5 Alameda and President of the First 5 Association, stated that the public perceives the State and County Commission as one, pointing to the need for greater consistency among Commissions. He also pointed out the tremendous challenge this poses in light of the decentralized nature of the California Children and Families Act. Chairman Reiner responded and stated that he hopes the State and County Commissions will work together to ensure that the actions of an individual county will not undermine the efforts of the whole.

Commissioner Gutierrez asked what has been done about coordinating visits to members of the Legislature to ensure they understand what is being accomplished with Prop. 10 funds. Sherry Novick responded that local commissioners, staff and grantees are actively meeting with their own legislative representatives, and that the Association will work with State Commission staff to educate the incoming members of the Legislature in January.

The entire audit report can be viewed at [www.bsa.ca.gov](http://www.bsa.ca.gov).

- **Technical Assistance for State and County Commissions – Item 16**

The Commission was asked to approve a joint proposal between the State Commission and the First 5 Association to provide technical assistance to the State Commission and local commissions regarding review of their financial and administrative functions and suggestions for improvement. This effort would be accomplished by contracting with Government Finance Officers Association (GFOA) through an allocation to First 5 Orange County. GFOA will:

- Review and evaluate County Commission fiscal practices based on a sample of at least three counties;
- Identify ways to improve financial management and planning, staff capacity, and reporting;
- Develop an action plan for implementing improvements; and
- Meet with all interested counties to review the plan at the August 2004 Staff Development Summit.

Based on the initial phase of the project, a determination will be made as to whether services can be expanded and offered to other County Commissions on a voluntary basis.

**ACTION:** Commissioner Taylor moved that the Commission approve funding in an amount not to exceed \$100,000 for allocation to a County Commission to act as fiscal agent and work with GFOA to complete the pilot project. Chairman Reiner seconded the motion and it was approved by a unanimous vote of the members present.

- **Update on the Kit for New Parents – Item 17**

The final evaluation results submitted by the Center for Community Wellness, UC Berkeley, were presented to the Commission. The presentation included very positive process and outcome data that addressed the research questions.

- The Kit significantly improves parent knowledge.
- More parents who received the Kit than parents in the control group:
  - Read with their baby every day
  - Had a consistent health care provider
  - Said they would call the doctor if their child wasn't walking by 18 months.
- Spanish-speaking Kit recipients took significantly more steps to childproof their homes than the control group.
- Kit results compare very favorably with results from studies of other parent education programs, but the cost of those programs is approximately \$100 per family, while the cost of the Kit is only \$17.50.
- The positive effect of the Kit is greatest when it is distributed prenatally, which is something most County Commissions do not do.

Recommendations from the Evaluator:

- Ensure every expectant and new parent is offered a Kit.
- Support Kit distribution and training for providers.
- Reduce the size of the Kit.
- Modify the Kit to focus on developmental stages.
- Provide more information in the Kit and make it more accessible.

State Commission staff described new components under consideration for the Kit, including updates reflecting law changes, new research, requests from Commissioners, and recommendations from staff, contractors, and content experts. Based on content review, staff will bring recommendations for an updated Kit to the Commission at its October meeting.

The Commission also received an update on adapting the Kit for Asian languages, including design and color changes. They were supportive of moving to an "ages and stages" style of information delivery and endorsed the use of a bag instead of a box. They were also enthusiastic about the plan to create Kit materials in dual languages, and want to make sure there is media coverage of the rollout of the Asian Kits.

The Kit adaptation to Asian Languages will include:

- Re-arrange information to focus on ages and stages of development, rather than topics.
- DVDs instead of videotapes.
- A new video shoot using Asian actors.
- A single spiral-bound booklet instead of 8 brochures, with tabs by age.
- Use of a bag instead of a box.
- New colors and design elements.

• **Adjournment – Item 18**

Chairman Reiner adjourned the meeting at 3:20 p.m. The next Commission meeting will be October 21<sup>st</sup> in Sacramento.